

EXHIBIT B

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A PUBLIC RELATIONS PROPOSAL

FOR

ST. MAARTEN AND BONAIRE

July 2, 1965

Sontheimer and Company, Inc.
One Rockefeller Plaza
New York, N. Y.

The following pages outline the public relations activities we are prepared to undertake for the islands of St. Maarten and Bonaire under the proposed \$30,000 contract.

Information concerning this organization, its reputation and experience in the area of tourism promotion has already been submitted to officials of the Netherlands Antilles Government.

THE UNITED STATES
PUERTO RICO AND
CANADA

This Company is in a unique position to expand the scope of public relations for St. Maarten and Bonaire because of its organizational set-up. Our offices in San Juan, Puerto Rico, will serve as operational center supplying the materials required by the company's New York headquarters for its campaign throughout the entire United States and Canada.

In addition, the San Juan office will undertake on behalf of St. Maarten and Bonaire a separate campaign within Puerto Rico.

Puerto Rico is at best potentially a good tourism market for the Netherlands Antilles and Canada is already a good market. With public relations as a catalyst both areas can be expected to show dramatic increases as tourism sources.

Puerto Rico, as the gateway to the Caribbean, now receives 606,093 U. S. visitors annually. Many of them travel on to other islands. Most of them will make a repeat visit to the Caribbean. The low air fares now in effect between San Juan and St. Maarten and San Juan and Bonaire, when effectively publicized, can be a great inducement to tourists -- especially in peak season when those who expect to escape to tranquil beaches find Puerto Rico too crowded.

An even greater potential exists among full time residents of Puerto Rico. The rapidly developing economy there is steadily increasing the number of people who can afford to travel for pleasure.

Our success with public relations in Canada is attested by the fact that we get as much, and sometimes more, publicity for Jamaica (and in the past for Puerto Rico) in Canada as we do in any area of the United States. The effect is reflected by a 125 per cent increase in Canadian visitors to Jamaica during the first five months of this year.

It is understood of course, that the efforts in Canada and Puerto Rico would be in addition to the principal job of public relations we will carry on in the United States as described in the ensuing pages.

WHAT WE WILL DO

In a conscientious public relations effort there is always more to do than can be foreseen. Let us say then that the following listing of services and activities we are prepared to carry out constitutes the least we will do under the contract:

- * Arranging press interviews with tourism officials, hotel people and others in the tourism industry, and on occasion with various government officials. The objective will be not only to increase tourist trade, but at the same time to make the islands and their people better known and understood.
- * Producing and writing features, spot news, and emergency coverage (in the case of hurricanes and the like).
- * Producing and distributing photographs.
- * Distribution of releases, and other public relations materials to our extensive mailing lists in both the consumer and travel trade press.
- * Arranging magazine articles and television and radio programs and mentions.

- * Encouraging press people from the U. S. and Canada to visit the islands and arranging guidance and orientation for them while there.
- * Arranging advertising tie-ins with air and steamship lines, shops and department stores, fashion products, etc. This is a technique of particular value when there is little or no advertising budget. Its affect is to get major advertisers to pay for advertising for the islands.
- * Counseling officials and unofficial tourist interests in the islands.
- * Suggesting and arranging special events (such as sports contests, sailing regattas, etc.) and assisting with their execution. The emphasis here will be on those activities and events with particular tourism appeal which tend to generate publicity on their own.

- * Gathering useful information for island hotels and distributing it to them.
- * Suggesting public relations tactics for the tourist departments in their home islands.
- * Supplying to the islands information on pertinent travel trends and thinking in the United States.
- * Negotiating with the cruise ship lines, with whom we happen to have close liaison (though this is not normally a public relations function.)

HOW WE WILL DO IT

It is our present intention to assign one of our top account men, Hal Underhill, as operations director for St. Maarten and Bonaire. Mr. Underhill established our operational office in Jamaica and directed a staff there of 20 people. He was responsible for the execution of both internal and external public relations for the Jamaica Tourist Board. In addition to his strong administrative and writing abilities, he is a photographer and will be able to produce many of the photos we plan to distribute to travel writers and editors, and the travel trade press.

As we plan it, from his home base in Puerto Rico, Mr. Underhill will visit one of the islands each month to gather the necessary materials and be available for counseling and other services as required by the tourism directors of both islands.

We will appoint one of the executives on our New York staff as account director for St. Maarten and Bonaire in the United States and Canada. He will be responsible for adapting and tailoring the materials supplied by San Juan for release throughout North America and for placing it with the press.

In addition to services provided by the New York account director, St. Maarten and Bonaire will receive the direct attention of the President of the Company, Morton Sonthheimer and of our staff specialists in radio and TV, magazine placement, tie-in promotion, etc. Secretarial support will also be provided.

TRAVEL OFFICES

In previous discussions we have signified our willingness to establish within our office suites in New York and San Juan offices of the Departments of Tourism of the islands. At the same time we have had to state that this should not be done within the \$30,000 budget of the public relations contract.

If we included this additional service in the basic contract, the public relations would suffer accordingly. We feel that if the cost of operating these offices had to be deducted from the public relations activity, no proper and adequate job could be done on either one.

We estimate that the office in New York will require the attention of a resourceful secretary with initiative and diplomacy, and no such person is obtainable in New York under \$5,000 a year. It would also need a special telephone, office space, storage space for literature, directory listings, mailing costs, etc.

Our San Juan office is so constituted, and costs are so much lower in San Juan, that it could probably absorb these additional activities, at least for the first year when inquiries would be lighter. But we estimate that the New York operation of an office of tourism would cost \$12,000 additional a year.

We are willing to do the job at cost, and if expenses can be held below the estimate, to charge accordingly less.